DOCUMENT RESUME

ED 176 834 JC 790 573

TITLE Student Guide for Documenting Experiential Learning: Business Management and Marketing.
INSTITUTION Coastline Community Coll., Fountain Valley, Calif.
PUB DATE [79]
NOTE 50p.; For a related document, see JC 790 540

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS Accounting; Behavioral Objectives; Business Administration; *Business Education; Business Skills; Community Colleges; *Course Objectives; Distributive Education; *Employment Experience; *Experiential Learning; *Job Skills; Junior Colleges; Knowledge Level; Marketing; *Measurement Instruments; Retailing; Salesmanship; Skill Analysis
IDENTIFIERS Advertising

ABSTRACT

Coastline Community College has developed a series of guides to assist adults who wish to obtain college credit or advanced standing in evaluating and verifying their non-college learning experiences. This guide lists the competency requirements of seven courses within the Business Management and Marketing program: Principles of Accounting, Salesmanship, Marketing and Distribution, Advertising, Retailing, Buying and Store Operation, and Business Ownership and Management. The student is asked to measure the knowledges and skills he/she has acquired on the job against specific behavioral objectives of each course. This evaluative process is facilitated by sections of the guide which ask whether the student is competent in each particular knowledge or skill and which provide opportunity for the student to record the basis of his/her competence or his/her ability to verify the competence. Verification is possible through: (1) a personal interview, (2) a job description of an applicable position that was held, (3) standard examination, (4) examples of written evidence, (5) completion of non-credit course or in-service training, (6) an instructor interview with present supervisor, or (7) other means specified by the student. The guide also refers to the concurrent use of a portfolio prepared by the student to identify, describe, and evaluate past learning experiences. (AYC)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED176834

COASTLINE COMMUNITY COLLEGE

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

*

BUSINESS MANAGEMENT AND MARKETING

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

J. E. Riedel

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

U S DEPARTMENT OF HEALTH, EDUCATION & WELFARE NATIONAL INSTITUTE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

JC 790 573

OFFICE OF ADMISSIONS, GUIDANCE, AND INFORMATION SERVICES

PROGRAM REQUIREMENTS

BUSINESS MANAGEMENT AND MARKETING

		Units
Principles of Accounting	Acct. 101	4
*Business Law	Bus. 110	3
Salesmanship	M.M. 110	3
Marketing and Distribution	M.M. 120	
OR		
Buying and Store Operation	M.M. 220	3
Advertising	M.M. 130	3
Retailing	M.M. 210	3
Business Management	M.M. 240	3
TOTAL UNITS		22

*A Student Guide for Documenting Experiential Learning is not available for Business Law. Students who feel they have competency in this area should investigate CLEP, PEP, or Credit by Examination.

CONTENTS

Acct. 101--Principles of Accounting . . . i

M.M. 110--Salesmanship iv

M.M. 120--Marketing and Distribution . . vi

M.M. 130--Advertising ix

M.M. 210--Retailing xi

M.M. 220--Buying and Store Operation . . xv

M.M. 240--Business Ownership & Mgmt. . xix

Blank Student Guide Pages xxii

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Certificate: Business Management & Marketing
Sales & Marketing Management

Course: Accounting 101
Principles of Accounting

Knowledges and Skills Acquired on the Job	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories								Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other	
1. Able to set up all appropriate ledgers for accounting functions in wholesale or retail business											
2. Able to evaluate the role of accounting in private industry, including partnerships											
3. Able to define and contrast accrual vs. cash-basis accounting											
4. Able to set up a journal and a general ledger showing interrelationships											
5. Able to state the accounting equation and define its components											
6. Able to balance books through trial balance via adjusting entries and closing entries											
7. Able to set up a controlling account with subsidiary ledgers showing how they interrelate											
8. Able to demonstrate knowledge of reversing entries and relate their functions to the balance sheet											

(cont.)

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Knowledges and Skills Acquired on the Job

Certificate: Business Management & Marketing
Sales & Marketing Management

Course: Accounting 101
Principles of Accounting

	Check whether competent in knowledge or skill		**Basis of Competence or Verification by:** *Check appropriate categories*									*Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges*
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other		
9. Be able to prepare a balance sheet and show relationship to an income statement												
10. Be able to estimate accounting for uncollectible accounts based on sales percentage and how to reverse or write off uncollectibles												
11. Be able to show difference between lifo, fifo, and average method for costing inventories												
12. Be able to determine the effect inflation has on each inventory costing method												
13. Be able to show difference between pre-paid expenses/revenues and accrued assets and liabilities												
14. Be able to show difference between capital assets and current assets and current depreciation schedules for same												
15. Be able to show difference between straight line, declining balance, units of production, and averaging method of depreciation											(cont.)	

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Knowledges and Skills Acquired on the Job

Certificate: Business Management & Marketing
Sales & Marketing Management

Course: Accounting 101

Principles of Accounting

	Check whether competent in knowledge or skill		**Basis of Competence or Verification by:** *Check appropriate categories*								*Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges*
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other	
16. Able to show how to institute internal control techniques											
17. Define and discuss the following concepts: (a) consistency; (b) materiality; (c) conservatism; (d) going concern; (d) business entity											
18. Able to demonstrate three methods of determining when and how revenue is recognized											
19. Able to demonstrate ability in posting and closing a simple set of books, including financial statements											
20. Able to demonstrate how retained earnings affect balance sheet and retained earnings statement											

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Knowledges and Skills Acquired on the Job

Certificate: Business Management & Marketing
Sales & Marketing Management

Course: M. & M. 110--Salesmanship

	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories									Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other		
1. Can describe the stages in the selling cycle and demonstrate how you move a prospect through them												
2. Can analyze the different types of customer objectives and describe a strategy for overcoming each												
3. Can describe different types of closing techniques and demonstrate how to use them												
4. Can make a formal stand-up presentation or demonstration, including flip charts and other presentation aids												
5. Can organize a plan for systematically selling a product in a given territory, including necessary sales records, financial records, customer contacts, etc.												
6. Can develop an appropriate prospect list for introducing products to a selected group of prospects												
7. Can prepare a written proposal for a sales effort, change in strategy, or other major sales-related idea												

(cont.)

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Knowledges and Skills Acquired on the Job

Certificate: Business Management & Marketing
Sales & Marketing Management

Course: M. & M. 110--Salesmanship

	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories								Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other	
8. Can prepare a market analysis for a product											
9. Can identify consumer buying motives and develop market strategy for an appropriate product											
10. Can organize a control system to measure the effectiveness of sales activities											
11. Can develop a personal library of sales and motivation books and demonstrate an understanding of the principles reflected in them											

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Knowledges and Skills Acquired on the Job

Certificate: Business Management & Marketing
Sales & Marketing Management

Course: M. & M. 120--Marketing

	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories									Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other		
1. Can define marketing, including definition of "marketing concept"												
2. Can discuss marketing information systems												
3. Can explain formal and informal market research												
4. Can develop and use market research data												
5. Can explain product planning, including "modification," "perishability," "obsolescence," and "quality levels"												
6. Can identify marketing distribution channels and factors that determine their selection												
7. Can discuss personal selling, including "job analysis," "job descriptions," and "training"												
8. Can establish what is meant by "marketing cost analysis" and "marketing measurement"												
9. Can analyze marketing communications through advertising--types, costs, and benefits												

(cont.)

Knowledges and Skills Acquired on the Job

Certificate: Business Management & Marketing
Sales & Marketing Management

Course: M. & M. 120--Marketing

	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories									Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other		
10. Can design a sales promotion for a given product, including factors such as legal aspects, public relations, company image, buyer incentive												
11. Can discuss the characteristics of the ultimate consumer; state the effects of ages and changes in population size and location												
12. Can identify the main factors relating to purchasing power and the ultimate consumer; explain the role of credit and inflation												
13. Able to design and implement a retail operation, choosing the most appropriate type from the different types of retailing												
14. Can cite examples of franchising as a marketing system, outlining the management factors involved												
15. Can analyze government marketing; compare it with industrial and consumer marketing												
16. Can explain what is meant by derived demand and effect on market											(cont.)	

Knowledges and Skills Acquired on the Job

Certificate: Business Management & Marketing
Sales & Marketing Management

Course: M, & M, 120--Marketing

	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories									Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other		
17. Can discuss factors involved in packaging and branding, outling goals, trends, and legislative controls												
18. Can explain the differences between industrial and consumer marketing												
19. Can design a system for pricing a given product, outlining pricing considerations and methods, including cost plus, marginal revenue and tax return pricing												
20. Can organize a plan for international marketing, discuss import and export aspects and sources of data												
21. Can describe social and political factors related to marketing; review legal considerations of state and federal regulations												
22. Can analyze inventory management and storage; discuss selection of transportation mix												
23. Can discuss marketing of services--types, reasons for growth, competition												

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Knowledges and Skills Acquired on the Job

Certificate: Business Management & Marketing
Sales & Marketing Management

Course: M. & M. 130--Advertising

	Check whether competent in knowledge or skill		**Basis of Competence or Verification by:** *Check appropriate categories*									*Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges*
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other		
1. Can compare the common ad media and describe the considerations an advertiser would use in selecting each												
2. Can analyze the common types of dealer programs and describe how they would be used to increase sales												
3. Can describe an advertising problem and develop a complete campaign solution with supporting data from actual or fictional case study												
4. Can design a typical ad campaign showing importance of product's characteristics in relation to success of campaign												
5. Can demonstrate how the "marketing mix" will affect advertising strategy												
6. Can show and describe several examples of how advertising strategy is affected by product's positioning in the advertising spiral												
7. Can show by example how products have been positioned and/or repositioned to address a specific market segment											(cont.)	

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Knowledges and Skills Acquired on the Job

Certificate: Business Management & Marketing
Sales & Marketing Management

Course: M. & M. 130--Advertising

	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories								Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other	
8. Can conduct a research project using a sampling technique or an in-depth interview technique; can describe the objective of the study and show the results and conclusions drawn from it											
9. Can prepare an ad illustrating the basic structure used in advertising copy, showing the parts of the ad which illustrate the elements of basic structure, showing how the ad presents an effective layout											
10. Can make a presentation covering the items management would wish to see to justify approval of an advertising program and budget											
11. Can evaluate the major factors in a basic media strategy											

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Knowledges and Skills Acquired on the Job

Certificate: Business Management & Marketing

Course: M. & M. 210--Retailing

	Check whether competent in knowledge or skill		**Basis of Competence or Verification by:** *Check appropriate categories*									*Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges*
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other		
1. Can formulate "store policy," defining purpose and setting guideline for enforcement												
2. Can graphically display or describe "sales-oriented" store interior, including design and placement of displays and fixtures												
3. Can review the impact of franchising on retailing, comparing advantages and disadvantages of franchising												
4. Can compare and set procedures for taking following types of inventories: perpetual, periodic, and physical												
5. Can organize a system for the following methods of compensation: straight salary, salary plus commission, quota bonus, straight commission with a drawing account and straight commission												
6. Can evaluate and analyze an invoice, including the ability to interpret E.O.M., R.O.G.												
7. Can evaluate the advantages and disadvantages of pricing below competition and pricing above competition												

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Certificate: Business Management & Marketing

Course: M. & M. 210--Retailing

Knowledges and Skills Acquired on the Job	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories								Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other	
8. Can organize procedures for the use or application of demographic information											
9. Can evaluate and design procedures for individual item pricing and single markup (cost plus) pricing											
10. Can summarize the benefits and problems of selling on credit											
11. Can design and evaluate control systems for the handling of money by clerks, the prevention of shoplifting, counterfeit money, and check frauds											
12. Can summarize the impact of the following laws on retailing: truth in lending law, fair credit reporting act, equal credit opportunity act, and fair credit billing act											
13. Can summarize the chief concepts and procedures involved in the sales process											
14. Can prepare an expense budget system involving purposes and procedures											

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Certificate: Business Management & Marketing

Course: M. & M. 210--Retailing

Knowledges and Skills Acquired on the Job	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories								Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other	
15. Can compare the roles of promotional advertising, institutional advertising, and cooperative advertising in a typical retail business											
16. Can explain the reasons for the use of leader merchjandise, multiple pricing, and odd prices (odd number pricing) in a retail business											
17. Can set procedures for the use of a balance sheet and income statement											
18. Can explain the role the following play in sales promotions: packaging, labeling, and special events											
19. Can describe the role of the following in a retial business: rack jobbers, brokers, commission house, selling agents, service and limited function wholesalers, and auctions											
20. Can set up procedures for establishing a sales forecast											
21. Can prepare appropriate personnel policies and procedures for implementation in a retail operation											

Knowledges and Skills Acquired on the Job

Certificate: Business Management & Marketing

Course: M. & M. 210--Retailing

	Check whether competent in knowledge or skill		**Basis of Competence or Verification by:** *Check appropriate categories*								*Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges*
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other	
22. Can analyze the role of the Robinson-Patman Act in the areas of quantity discounts and promotional allowances											
23. Can prepare guidelines for the process of selecting store locations, including evaluation of trade areas and evaluation of specific sites											
24. Can draw up a buying plan which includes a basic stock list and a model stock list											
25. Can identify inside and outside sources of buying information											
26. Can prepare an appropriate organization chart for a retail business											

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Certificate: Business Management & Marketing

Course: M. & M. 220 Buying and Store Operation

Knowledges and Skills Acquired on the Job	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories								Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other	
1. Can design or chart a one-owner business organization and a chain or franchise retail business											
2. Can list the factors which must be present for a business to succeed											
3. Can prepare guidelines or checklist for purchase of a retail business, evaluating factors used in appraising the business and the steps to take to verify the balance sheet, income statement, and the prospects for profit											
4. Can develop a proposal to start/buy a small business or franchise, including business plan, a description of the business, and pro forma financial											
5. Can describe the major sources of funds for business, showing how funds are obtained from these sources and what percentage of total funding might be expected to come from each source											
6. Can make a site-selection study, describing site factors which would be essential for the success of the business, including pro forma financials											

Knowledges and Skills Acquired on the Job Certificate: Business Management & Marketing Course: M. & M. 220 Buying and Store Operation	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories								Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other	
7. Can prepare a sample lease proposal											
8. Can analyze problems faced by given large or small companies in such areas as management, financing, taxes, research, manpower, and marketing											
9. Can list eight of the common business ratios and analyze a given company applying these ratios; can compare results with industry standards as supplied by Dun & Bradstreet; can demonstrate understanding of why each ratio is important											
10. Can select a business opportunity or capital investment and perform the following analysis: breakeven, return on investment, and payback											
11. Can demonstrate familiartity with the following management science techniques: linear programming, sampling theory, Monte Carlo simulation, queuing theory											
12. Can demonstrate competence in business arithmetic as it applies to percentages, markdown, discount, and markup											

35

Knowledges and Skills Acquired on the Job Certificate: Business Management & Marketing Course: M. & M. 220 Buying and Store Operation	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories								Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other	
13. Can design procedures for handling credit, including methods for extending and declining credit, setting credit limits, collection procedures, handling prompt payment discounts, and beginning collection proceedings against delinquent accounts											
14. Can develop procedures for cash and charge handling, including those for original register balances, the integrity of all transactions, and cash overages and shortages.											
15. Can prepare a store budget											
16. Can design a purchasing system, including procedures for evaluating and qualifying vendors, establishing purchase authorization and limits, negotiation of terms and bids and tracing purchases from purchase request to inventory stocking											
17. Can select a product or product category and perform a complete consumer analysis, including the what, where, why, when, and how of their buying habits for that product; can prepare a plan to effectively sell the product in light of the analysis											

Knowledges and Skills Acquired on the Job Certificate: Business Management & Marketing Course: M. & M. 220 Buying and Store Operation	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories								Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other	
18. Can develop a procedure for determining what products to stock, taking into account shelf facings, required turnover, shelf life, gross margin, co-op advertising, dealer displays, promotion, and allowances											
19. Can develop a store operating plan, including hours of operation and develop the manpower plan and work schedules necessary to staff the store given the square footage, product mix, and anticipated store volume											

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Knowledges and Skills Acquired on the Job

Certificate: Business Management & Marketing
Sales & Marketing Management

Course: M. & M. 240--Business Ownership and Management

	Check whether competent in knowledge or skill		**Basis of Competence or Verification by:** *Check appropriate categories*									*Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges*
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other		
1. Can design a system for personal evaluation, including a personal expense statement and a personal balance sheet												
2. Can analyze financial statements using the following approaches: historical analysis, ratio analysis, industry analysis, and break-even analysis												
3. Can list and analyze the major causes of small business failure												
4. Can compare advantages and disadvantages of sole proprietorships, general partnerships, limited partnerships, and corporate structure												
5. Can evaluate all the factors involved in whether to purchase a business; e.g., determining purchase price, anticipating market changes, sources of information												
6. Can establish procedures for the preparation of an income statement and a balance sheet												
7. Can prepare guidelines for writing strategic plans, long-range plans, and short-range plans												

(cont.)

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Knowledges and Skills Acquired on the Job

Certificate: Business Management & Marketing
Sales & Marketing Management

Course: M. & M. 240--Business Ownership
and Management

	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories									Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other		
8. Can design an appropriate organization chart for a retail business showing staff and line positions and functions												
9. Can prepare an employee schedule												
10. Can design an appropriate bookkeeping system for a sales budget, a projected income statement, a projected balance sheet, and a cash forecast												
11. Can compare the advantages and disadvantages of a franchise												
12. Can design a strategy for appropriate product pricing; i.e., cost plus, market testing, and allowing for the allocation of overhead												
13. Can evaluate a business site in terms of business reach, demographic analysis, traffic counts, economic forecasts, market trends, and competition												
14. Can design a loan package appropriate to a given retail business situation												
15. Can set appropriate philosophy and guidelines for granting credit												

(cont.)

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Certificate: Business Management & Marketing
Sales & Marketing Management

Course: M. & M. 240--Business Ownership and Management

Knowledges and Skills Acquired on the Job	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories									Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other		
16. Can design procedures for arranging display advertisements, classified advertisements, and reader advertisements												
17. Can evaluate the main types of advertising media in relation to a given promotional effort												
18. Can construct an advertising budget												
19. Can establish policy and procedures for inventory control and management												
20. Can establish an appropriate list of supplies for a given retail business												
21. Can design an appropriate job description for an employee in a retail business and design guidelines for the evaluation of the description on a long-term basis												

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Knowledges and Skills Acquired on the Job Certificate: _____ Course: _____	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories								Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other	

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Knowledges and Skills Acquired on the Job Certificate: _____ Course: _____	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories								Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other	

UNIVERSITY OF CALIF.
LOS ANGELES
NOV 9 1979
CLEARINGHOUSE FOR
JUNIOR COLLEGES